

Pickens Amateur Golf Championship Follow-Up

Objective: The objective of this follow-up report was to determine if City Management implemented the recommendations made in an earlier report, Pickens Amateur Golf Championship Audit (Project# 2023-12 finalized on July 10, 2023).

Prior Recommendations:

Golf management should follow approved City policy by completing the appropriate approval form and utilizing the gift card purchase process.

Status- Implemented: Procurement Card Program Gift Card Request form was completed and approved per policy for tournament giftcards.

Sponsorship levels should be updated to reflect benefits provided and should be open to all businesses. Solicitation process should occur early enough so that commitments and payments are received prior to the event.

Status- Implemented: Sponsorship levels and prize giveaway details were updated to reflect benefits to businesses. Solicitation started in April and all payments or in kind donations were received by the tournament date. In addition, Park Administration created a community partner and sponsorship flyer to showcase the various ways, including golf tournaments, throughout Parks and Recreation where citizens and businesses can support the various programs. Copies of the flyer are available in the lobby of Parks Administration and are mailed to previous sponsors. A sponsorship webpage is also live on the City's website to provide the same information.

Golf management should utilize the City's Public Information (PIO) Division and open the advertisement of this tournament to all citizens versus a select group of people and organizations.

Status- Implemented: Sponsorships were advertised on the City and Parks Departmental social media in early April. A video was created by the City's PIO Division to advertise the tournament to all citizens. The 2026 tournament maxed out at 150 participants.

Prizes should be given directly to the winner. If they are not present at the time of the awards, the prize should be safely stored until the winner returns to collect their prize.

Status- Implemented: Participants directly received their prizes and signed receipt at the time of pickup. Any unclaimed prizes were communicated to the participant so they can return to Crosswinds to sign and collect their prize at a future date.